

# Distribution company stops marketing 'adult' video game

By Joann Undercoffler  
Staff Writer

Custer's Revenge, an "adult" home video game, has been removed from the market by its distributor, Game Source. The firm recently took over sales and distribution rights on three games from American Multiple Industries, the firm which created and marketed Custer's Revenge despite protests from American Indian groups, feminists and the general public.

Adult games have been available to the home

video market since last September, according to Kristin Reilly of Manhattan, a representative of Women Against Pornography, a national feminist organization.

"We first saw Custer's Revenge at a press showing of video games in October," she said in a telephone interview. "Its final object was actually the rape of an Indian woman; the game ends when that goal is accomplished."

American Indian Community House protested to AMI that the new game was pornographic and racist in a demonstration last Oct. 14 at the New York Hilton, where Custer's Revenge was being shown to the trade. Women Against Pornography and the National Organization for Women joined in the protest and collected more than 10,000 signatures.

"People all across the country were up in arms about the thing," said Ms. Reilly. "They signed petitions, held meetings with AMI officials and had demonstrations demanding responsible corporate action from AMI. Protests came from American Indians, women's groups and just plain people. The game was actually prohibited from entering Canada."

Although American Indian Community House and Women Against Pornography have commended Game Source for discontinuing Custer's Revenge, the women's group will continue to protest Game Source's production and distribution of two other home video games, Bachelor Party and Beat 'Em and Eat 'Em.

"Supposedly, the sale of these games is restricted," said Ms. Reilly. "There's a notice on the package saying they can't be sold to anyone under 21, but that never works. As far as we're concerned, though, it doesn't matter what age plays them. They encourage men to view sex as conquest and women as targets for sexual aggression, and they depict female prostitutes as objects of male degradation and contempt."